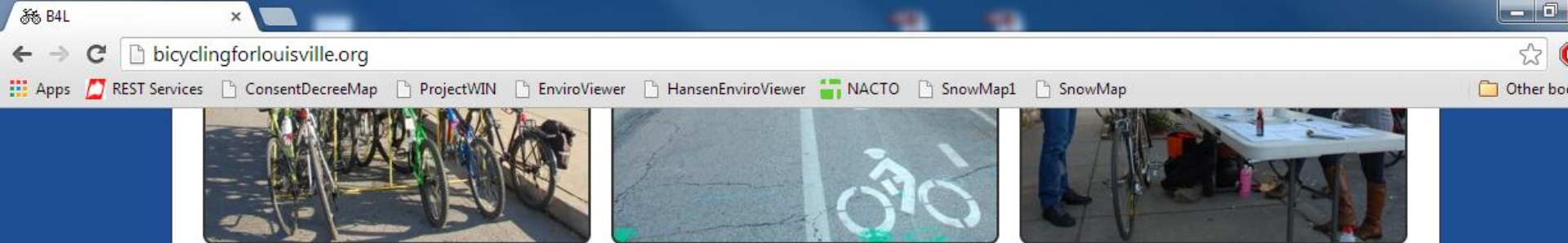


# B4L Vision

Biking should be safe and  
convenient for everybody  
in the city.





## Our Vision.

**We're for a Bicycle-Friendly Louisville, Kentucky.** Biking is a fun and healthy way to get around, and we believe that it should be convenient and safe for everybody in the city.

## And Also So Much More . . .

A good bike ride doesn't exist in a vacuum. Which is why we advocate for more than just bike lanes and other bike infrastructure. A bikeable city avoids sprawl, promotes healthy lifestyles and a healthy environment, and supports local businesses.

### 4 Better Land-Use.

If your nearest grocery store is 3 miles away and work is more than 10, needless to say, biking becomes a lot less convenient. We're working, along with organizations like the [Urban Design Studio](#), to encourage efforts by the city to re-invest in its urban core. If things are close-by, we can get there by bike!

### 4 Better Living.

It's unfortunate, but Louisville's public health statistics are [some of the worst in the country](#). Regular, daily exercise is a great way to improve those numbers. And the low-impact, utilitarian exercise that comes with biking can be an easy way to get everybody feeling a lot better!

### 4 Beautiful Landscape.

The positive environmental effects of biking can be felt across the region and the world. The less we drive, the less pollution we're producing and the less we're relying on expensive and unsustainable energy sources. Yeah, bikes!

### 4 Buying Local.

Roughly 85% of car costs leave the local economy. And because of suburban sprawl, the average American is now spending more on transportation than on housing. Want to support Louisville businesses? Then one of the best things you can do is ride a bike. Instead of giving your money to global oil companies, insurance agencies, and car manufacturers, you can choose to spend your money on whatever it is in Louisville that's important to you!

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**DICK'S**  
SPORTING GOODS



NikeFactoryStore



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Biking should be safe and  
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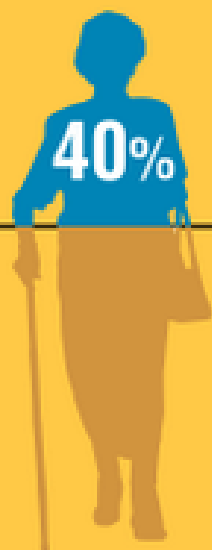
“The American health care crisis is an urban design crisis. And that the design of our cities lies at the cure. Our inactivity is born of our landscape: *we live in a place where there is no such thing as a useful walk.*”

-Jeff Speck, author of *Walkable City*

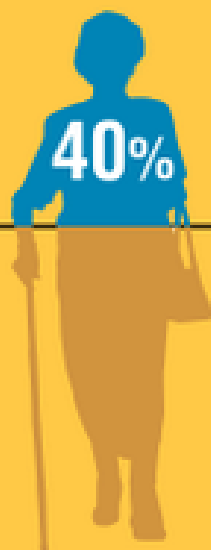


# ▼ Why Americans don't walk more:

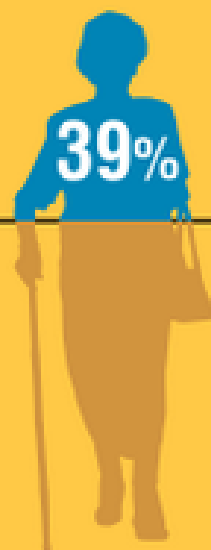
Few places  
within walking  
distance of  
my home



My neighborhood  
is not very  
walkable



Don't have  
time



Don't have  
energy



Lack of  
or speed











# Why Make Biking Easier?

## 1) Environment.



# Why Make Biking Easier?

- 1) **Environment.**
- 2) **Public Health.** Environmentally induced inactivity.





Click on a city to view its strengths and challenges.

VIEW MAP

VIEW LIST

SELECT

### AFI OVERALL RANKINGS

PERSONAL HEALTH INDICATORS

COMMUNITY HEALTH INDICATORS

SELECT



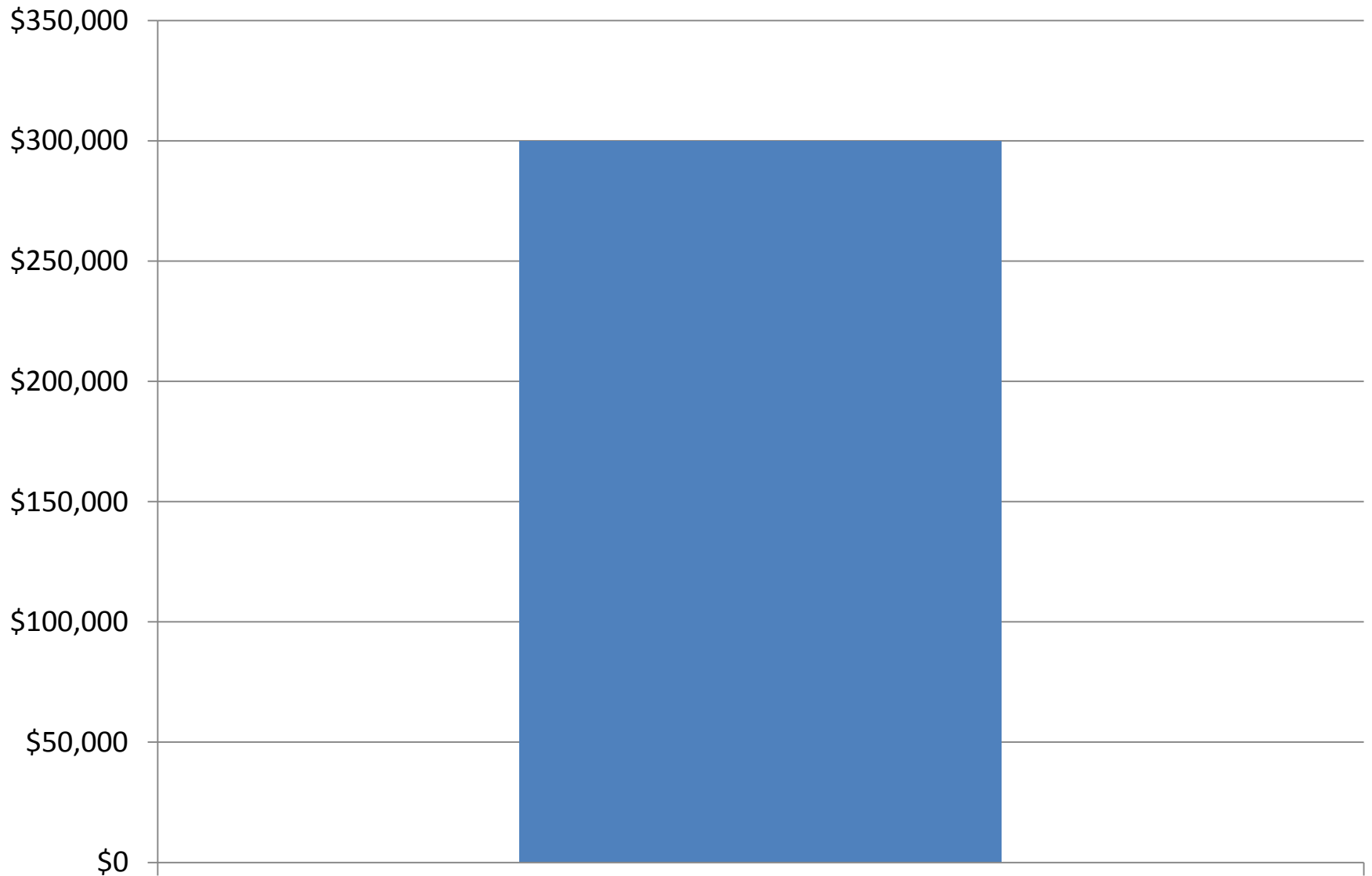
# Why Make Biking Easier?

- 1) **Environment.**
- 2) **Public Health.** Environmentally induced inactivity.
- 3) **Local Economy.** Easiest way to “Keep Louisville Weird”.



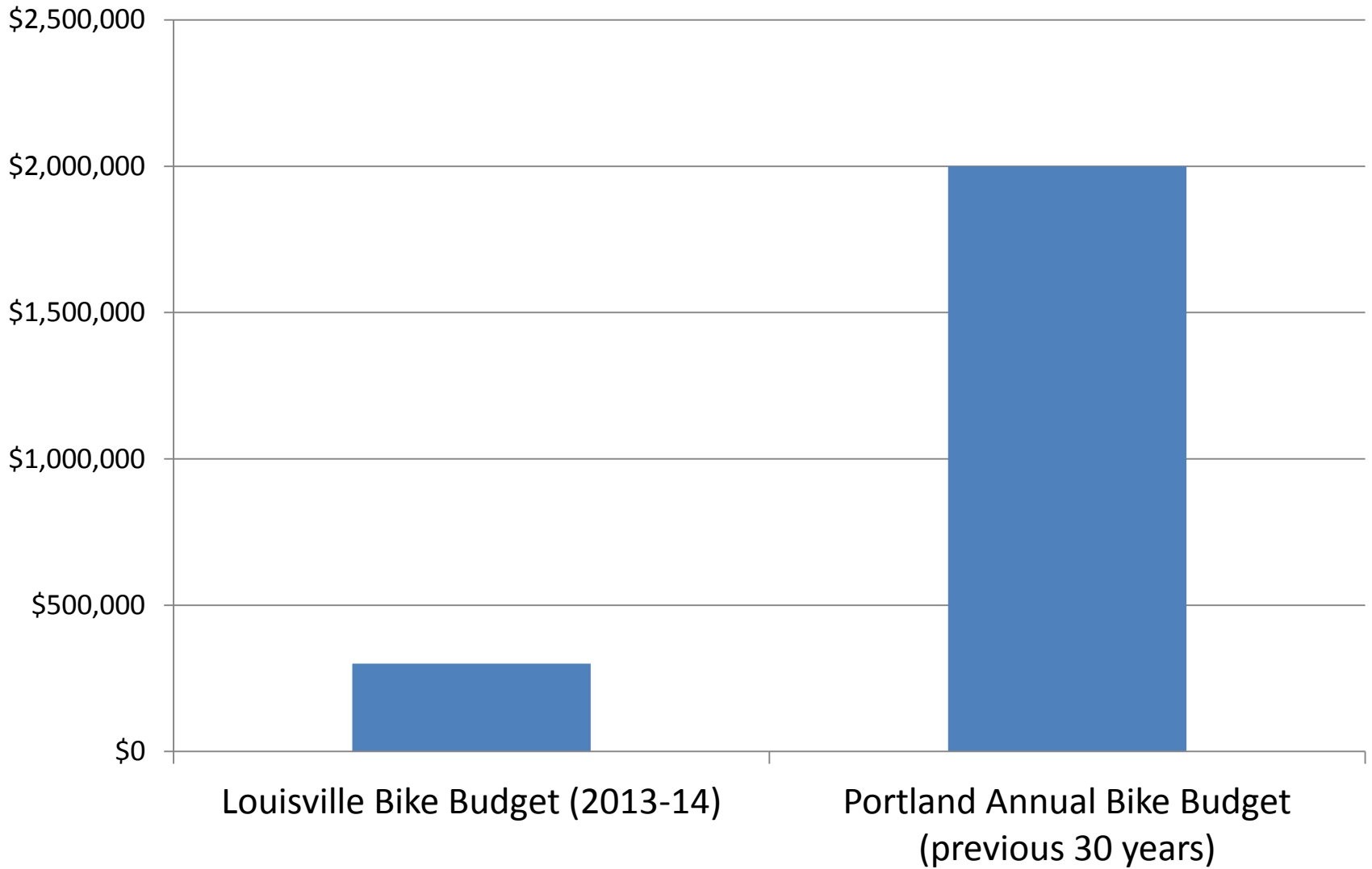


## Money Allocated



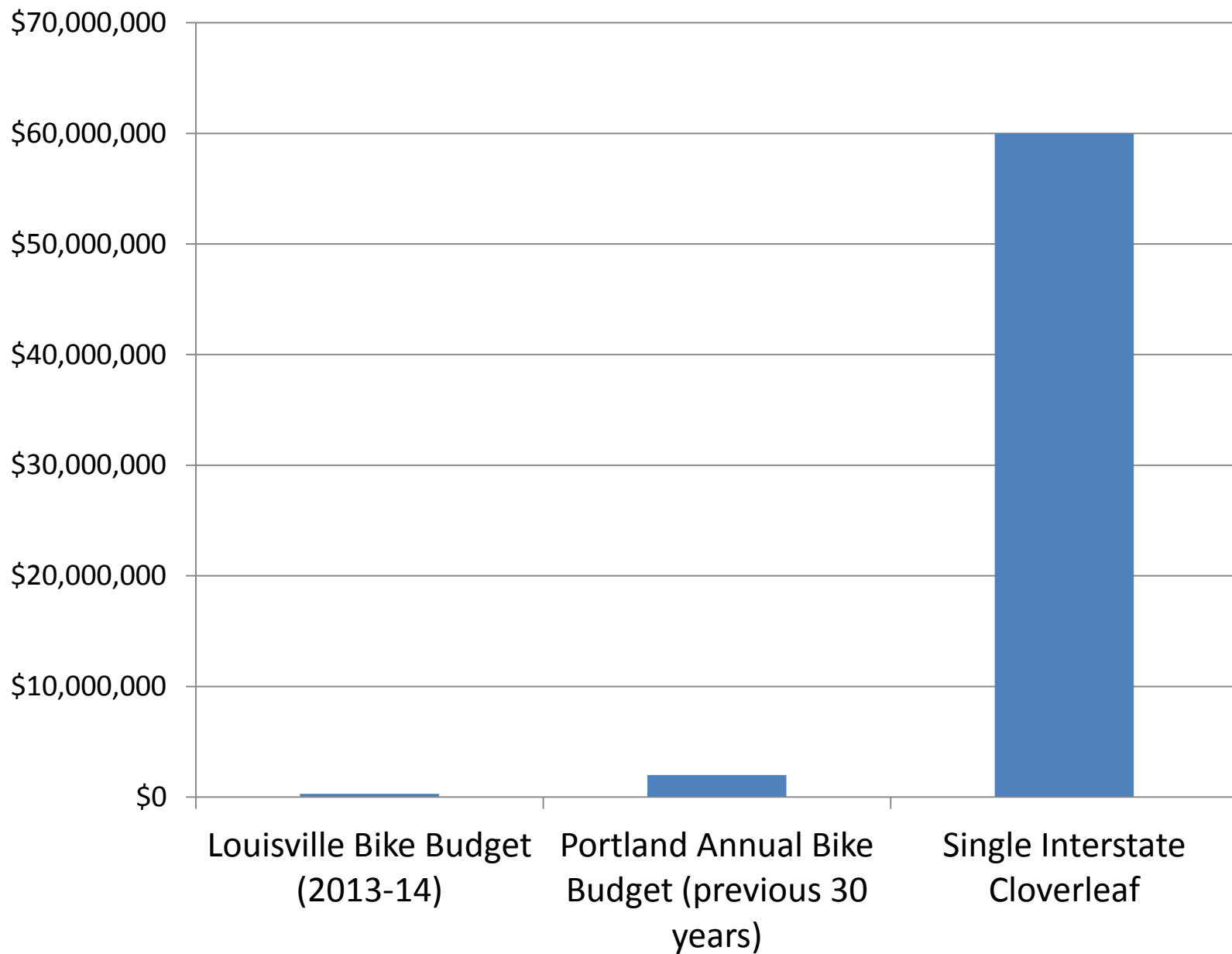
Louisville Bike Budget (2013-14)

## Money Allocated





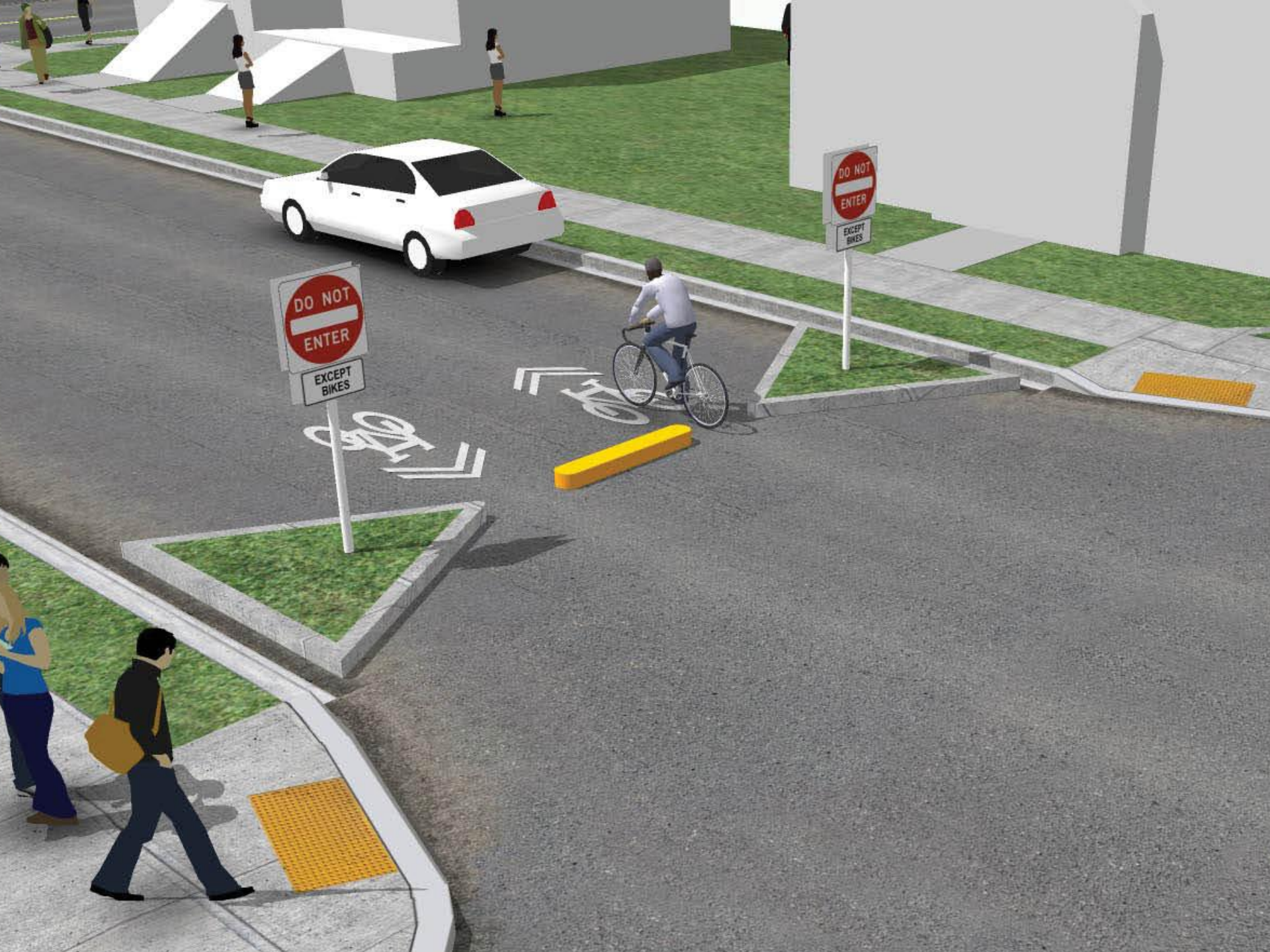
## Money Allocated













# Advocacy Efforts.

## Highlands-UofL Connector – Bicycle Boulevard

Winter 2014

The Highlands-UofL Connector will be the first route in the city's Neighborways project, an effort to establish a network of bicycle boulevards on quiet, 25 mph residential streets. The B4L advocacy team conceived and designed the route adopted by the city, which provides a direct, safe pathway through the Germantown and Schnitzelburg neighborhoods.

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## Floyd Street – Bike Lane & Sharrows

October 2013 | [Map](#) | [Images](#)

B4L advocated for including a bike lane in this route, which was originally designed having only sharrows. Adding a bike lane narrows the driving lanes, slowing car traffic and creating a safer biking experience. In addition, the southbound bike lane on Floyd pairs with the northbound lane on Jackson to create convenient access to and from Waterfront Park.

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## Brook & 1st Streets – Bike Lanes & Sharrows

August 2013 | [Map](#) | [Images](#)

For the first route in the city's Urban Bike Network, B4L pushed for shrinking the driving lanes, widening the bike lane, and adding a parking-side buffer to keep bikers out of the door zone. These routes established seven-foot wide biking lanes as the default installed by the city, a full two feet wider than the previous norm.

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### Stalled.

*Louisville's failed attempt to build an Urban Bicycle Network, why that's bad for everyone, and how to fix it*



## "Stalled" Report to Louisville Mayor

December 2012 | [PDF](#)

Seeing that the city's bike efforts had ground to a halt, B4L advocacy authored a report to Mayor Greg Fischer. The report proposed creating an Urban Bike Network starting in Old Louisville and downtown. In his 2013-14 fiscal budget, Fischer allotted \$300,000 to this project -- the largest sum ever set aside by the city specifically for bike infrastructure.

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# The B4L Staff!



# Why Become a B4L Member

## **\$30 Membership Gets You:**

- 1) Bike Raffle from Parkside Bikes
- 2) -Bike Water Bottle  
-Poster from Hound Dog Press  
-B4L T-Shirt
- 3) Discounts at 25+ Local Businesses  
OYLC, CycleSmiths, VO2 Multisport,  
and Old Bikes Belong



# Why Become a B4L Member

**\$50-\$100-\$250-\$500**

**Membership Gets You:**

...the same thing...



# Become a B4L Member Tonight

- 1) Go to [BicyclingForLouisville.org](http://BicyclingForLouisville.org) on your mobile device of choice
- 2) There are 2 B4L tables here tonight  
Cash, Check, Credit Card

